

Helpful Hints for Making CAP Month a Success

- Engage the Local Council's board, staff and volunteers in CAP Month planning and activities.
- Start by planning early, 6 months in advance. That plan should include:
 - Goals, objectives, and activities and tasks;
 - Logistical considerations.
- Be practical about what can be accomplished during CAP Month. In other words don't take on too much. Remember this month is about being successful.
- Plan how to utilize the 96 free pinwheels that CTF provides to each county of the Local Councils.
- If additional pinwheels are ordered, make a plan for their use (e.g. fundraiser or for awareness).
- Arrange to have a pinwheel garden event, preferably at a location that can attract a significant crowd, e.g. schools, local government offices, shopping area, etc..
- Make use of seniors, National Honor Society members, Local Council services recipients or other volunteers for CAP Month events.
- Utilize the CAP Month Toolkit materials developed by CTF local councils as well as utilize materials from PCA.
- Use Facebook, Twitter and other social media outlets for messaging and promotion of CAP Month activities. Post daily messages
- Collaborate with other community organizations to accomplish CAP Month objectives.
- Communicate with other Local Councils to share ideas and receive feedback about plans (and to perhaps collaborate in efforts).
- Use CAP Month as an opportunity for fundraising. See toolkit piece with fundraising ideas.
- Promote the Michigan CAP Month theme *The Power of One* in all communications and marketing.
- Use PCA and other official CTF talking points so that communications and messaging are uniform across the state.
- Seek support from local newspaper and/or write an editorial about CAP Month to appear in the local paper during April.
- Develop a specific set of speaking points (a rap) and seek radio and/or television interview opportunities.
- Host a prevention conference.
- Participate in the CAP Month Prevention Awareness Day (PrAD) event at the Capitol. Also, participate in the Legislative Education Day (LED) component of PrAD and educate legislators about community need and accomplishments.
- **Have fun!**